

# fruit juice

## FOCUS

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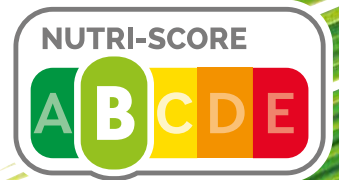


# 2025 SOFT DRINKS TRENDS

**Food and beverage traceability**

ALSO IN THIS ISSUE • Fruit production challenges • Impacts of extreme weather • Crop round-up

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# coconut water

- » **Sugar reduction will continue to shape the future of juice globally** «
- » **Coconut water is the strongest growing segment in the Europe juice market** «
- » **Coconut water in prime position for the future** «

Source: IFU,  
The Global Juice Market,  
June 2022



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04



14



18



22



## fruit juice FOCUS

- 04 Food & beverage safety tracking
- 08 News briefs
- 14 Soft drinks and beverage trends
- 18 Fruit production challenges
- 22 Impacts of extreme weather
- 27 FCOJ futures
- 28 Crop round-up
- 30 Association news and listings



### Spring season

Welcome to the March/April issue of *Fruit Juice Focus*. In this month's edition we share an update on the challenges juice/fruit producers are facing in terms of extreme weather conditions, fruit diseases and rising costs.

There could be further hurdles to jump with the newly implemented FSMA 204 Rule, being rolled out by the The Food and Drug Administration. The rule focuses on 16 high-risk food categories, including fresh fruit, in terms of traceability and transparency.

Despite the challenges faced in the industry, we are still keen to share the positive's, you can hear all about the soft drinks trends that are predicted to shape 2025.

We hope you enjoy the edition!

**Emma Preston**, Editor, *Fruit Juice Focus*

*If you have any comments or feature suggestions for future editions please contact me at [emma@fruitjuicefocus.com](mailto:emma@fruitjuicefocus.com)*

From the publishers of:





# FSMA 204:

## How the new traceability rule is shaking up the food and beverage industry

The Food and Drug Administration (FDA) has officially rolled out its FSMA 204 Rule, and if you're in the food and beverage business, you've probably heard the buzz. This new regulation puts food traceability front and center, and for good reason. As the saying goes, "a chain is only as strong as its weakest link," and when it comes to our food supply, a lack of transparency isn't just inconvenient - it can be downright dangerous. From health risks to massive liability nightmares, companies that don't take traceability seriously are in for a rough ride. That's exactly what the FDA aims to fix with FSMA 204.

### **What's changing and why it matters**

FSMA 204 focuses on 16 high-risk food categories, including leafy greens, herbs, tomatoes, fresh fruit, soft cheese, and nut butter to name a few. If your business handles any of these, you're now required to keep detailed traceability records for each

lot as it moves from the farm to the final point of sale. Why? So that in the case of a recall, the FDA can quickly pinpoint the source of contamination and stop it in its tracks before it spreads further.

This isn't just another minor regulation tweak - it's one of the biggest shifts the food and

beverage industry has ever seen. Over half a million companies are affected, and if you're not already managing lot tracking properly, it can feel overwhelming. But here's the good news: while the adjustment may be a little challenging at first, the long-term benefits are massive.

### Why FSMA 204 is actually a good thing

Yes, it's some extra work and might mean updating your business processes and tweaking your systems. But let's zoom out for a second—FSMA 204 is setting the foundation for a more transparent, interconnected, and efficient global supply chain. The benefits go way beyond just avoiding FDA penalties.

Imagine being able to give your customers complete visibility of where their food comes from. That kind of transparency builds trust, strengthens brand loyalty, and even allows you to position your brand as a premium choice.

And then there's the operational upside. With better traceability, companies can:

- Track food safety more effectively
- Improve supply chain efficiency
- Identify and reward its good suppliers and possibly cut ties with underperforming ones
- Monitor key Environmental, Social, and Governance (ESG) metrics

In a few years, once the dust settles, companies that fully embrace FSMA 204 will likely find themselves in a much stronger position than those that resist the change.

### It's all about the magic word - Clean data!

For food and beverage companies looking to comply with FSMA-204, the game is all about managing your data. It requires **Identifying, Capturing, Validating, Storing, Sharing** and **Reporting** the right data sets or as the FDA describes them as Key Data Elements (KDEs) applicable to your business. And what's applicable to your business depends on what role you play in the supply chain.



Companies that fully embrace FSMA 204 will likely find themselves in a much stronger position than those that resist the change

For example, if you are processor dealing with fresh cut fruits on the Food Traceability List, you would need to capture data pertaining to your receiving (of the whole fruit), transformation (cutting the whole fruit into slices and packing them), and shipping (sending the boxes/cartons/pallets of the cut fruits to your customers). But if you are a distributor of the same food item, all you would need to capture is the receiving and shipping of these pre-packed, cut fruit boxes. And most of this, companies may already be doing. The only thing different moving forward is that the FDA wants you to start capturing and sharing a few more data elements like the TLC (Traceability Lot Code), and the TLC Source (the location where the food item was packed and assigned the TLC). This is the magic info that makes end to end traceability across the supply chain possible.

And of course, it's not just about capturing data, it's also making sure you are able to easily share it with your business partners who can actually use it. That's where we get into the exciting discussion of master data, data standardization, and interoperability across the industry so that everyone is talking the same language. A lot of work has been done to make this happen by industry groups like IFPA, FMI, and GS1. This momentum needs to continue to make data sharing seamless across the supply chain.

### Why having a traceability system is a superpower

With our food supply chain getting more complex by the day, we can't afford to leave food safety to chance. That's why having a proper traceability management system is so important—it helps businesses harness supplier data to stay ahead of potential risks and avoid major crises before they happen.

A good traceability system does a few key things:

- Identifies potential contamination sources early
- Enables lightning-fast recalls when needed
- Protects public health (and your brand's reputation)
- Creates a culture of transparency and trust throughout the supply chain

As the world becomes more interconnected, traceability will no longer be just a "nice-to-have"—it will be essential for staying competitive.

### Can companies upgrade their IT systems for FSMA 204?

This is a hot topic right now. Some companies are scrambling to upgrade their ERP, WMS, or other internal systems to comply with FSMA 204, while others are looking for standalone solutions designed specifically for traceability compliance. Which approach is better? Well, that depends.



Traceability will no longer be just a “nice-to-have”—it will be essential for staying competitive



Regulations are constantly evolving. If you force-fit FSMA 204 compliance into your existing systems, you might find yourself making mistakes, leading to costly upgrades every time the rules change. Plus, many ERP systems aren't built to handle traceability in the way FSMA 204 requires. For example, most ERPs assign their own lot numbers to receive products instead of keeping the supplier's original lot number—breaking the chain of traceability and making compliance nearly impossible.

### The case for a dedicated traceability system

Unlike ERP or WMS solutions, specialized compliance systems (like TagOne) are designed specifically to handle FSMA 204 requirements. Here's why they're a smart investment:

- **They maintain the full traceability chain:** TagOne, for example, links supplier shipments directly with your receiving records, ensuring that no data gets lost.
- **They centralize all required data:** With the ability to pull information from scattered sources, these systems can then create one reliable

repository for all your Key Data Elements (KDEs), acting as your single source of truth.

- **They keep your existing operations intact:** Rather than disrupting your existing processes, they integrate seamlessly, allowing you to focus on running your business without compliance headaches.

When evaluating your options, it's crucial to do a Total Cost of Ownership (TCO) assessment. Upgrading your existing IT infrastructure might seem like the simplest route, but the hidden costs of ongoing modifications and compliance-related consulting fees can quickly add up. A purpose-built traceability solution could end up being the more cost-effective and scalable choice.

### Looking ahead: The future of food supply chains

FSMA 204 isn't just another government regulation - it's a game-changer for the food and beverage industry. While it may seem daunting at first, the companies that embrace it as an opportunity rather than a burden will come out ahead.

Transparency, efficiency, and safety are the future of food supply chains. Those who invest in the right technology and processes today will not only stay compliant but also gain a serious competitive advantage in ROI moving forward.

The bottom line? FSMA 204 is here to stay, and companies that prioritize traceability now will be in the best position to thrive in the new era of food safety. So, the real question is—will you be ahead of the curve or scrambling to catch up?

### TagOne - FSMA 204 Compliance and beyond

For nearly two decades, TagOne has been helping companies identify and overcome supply chain traceability compliance challenges across industries. Let us help you navigate your FSMA 204 compliance journey with our Compliance Link solution. This custom-built solution addresses the diverse needs of each partner type, across the supply chain, laying the foundation for a better tomorrow.

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# Latest juice industry news...

## NORTH AMERICA

### Fruit juice intake dropped, driving decline in total U.S. fruit consumption

Total U.S. fruit intake declined 7% to 0.93 cup equivalent per person per day in 2017-18 from 1 cup equivalent in 2003-04. A 50-percent drop in fruit juice intake, from 0.46 cup equivalent per person per day in 2003-04 to 0.23 cup equivalent in 2017-18, drove the overall decrease in fruit consumption. For a nutritionally adequate diet, the Dietary Guidelines for Americans 2020-2025 advises individuals to consume about one cup equivalent of fruit for every 1,000 calories, with some variations for children and adolescents based on sex and physical activity. Fruit is a rich source of nutrients, including dietary fibre, potassium, calcium, and vitamin D. Given the importance of this food group to diet quality, the USDA, Economic Research Service (ERS) recently examined U.S. fruit consumption patterns and trends. This data comes from the National Health and Nutrition Examination Survey (NHANES), which nutritionists use to study diet quality.

USDA

## AUSTRALIA

### Entyce Food Ingredients acquires Australian manufacturer

Entyce Food Ingredients has announced its acquisition of Naked Rivals, a pioneering Australian brand renowned for its innovative and sustainable citrus juice products sold through all national supermarket channels.

Established in 2023 by founders Andrew and Kate Gordon, Naked Rivals has revolutionised the way consumers enjoy citrus juice. The brand offers 100% freshly squeezed lemon and lime juice cubes, free from pips, peel, and preservatives, providing a convenient and waste-free alternative to traditional citrus products.

Each cube contains the juice equivalent of half a lemon (22ml) or half a lime (15ml), ensuring consistent flavour and quality every time. Naked Rivals is committed to sustainability, sourcing 'ugly' lemons and limes – fruits that might otherwise go to waste due to cosmetic imperfections – from Australian farms.

The products are proudly made in Victoria, with packaging designed to be recyclable, aligning with the brand's mission to combat food waste and promote environmental responsibility.

[foodmag.com.au](http://foodmag.com.au)

## EUROPE

### New beverage carton association formed with key manufacturers

European carton associations the Alliance for Beverage Cartons and the Environment (ACE) and EXTR:ACT, have merged to form The Food and Beverage Carton Alliance (FBCA).

The Brussels-based association will work with beverage carton manufacturers, paperboard suppliers and global stakeholders on the long-term viability of a thriving food and beverage carton sector, optimising the performance of the life cycle of food and packaging systems.

With plans to expand beyond Europe, FBCA said it is aiming to work beverage carton manufacturers and their paperboard suppliers in 'driving sustainable packaging solutions that enhance food security, reduce waste, and advance low-carbon circular economies'.

The newly elected FBCA Board representing its five founding members includes:

- Patrick Verhelst, president fbca and senior director of business development, Elopak;
- Ulrika Wedberg, vice president fbca and executive vice-president sustainability & public affairs, Billerud;
- Karina Boers, head of sustainability development, SIG;
- Tamara Bullock, director corporate affairs, Europe and Americas, Tetra Pak;
- Erik Hallberg, vice-president coating, converting and digital technology, Stora Enso

Annick Carpentier, FBCA executive director of global advocacy, said: "Through FBCA's Global Centers of Expertise, Advocacy and Communications, we will provide the evidence and benchmarks needed to lead the way in sustainability progress. We look forward to working with global partners in driving a circular bioeconomy, maximizing functionality and efficiency along the life cycle."

[packagingnews.co.uk](http://packagingnews.co.uk)

## AFRICA

### BerryWorld and Tropic Cool to launch a new berry project in Rwanda

BerryWorld signed a term sheet earlier this month with Tropic Cool Ltd outlining the cooperation between the two companies in the establishment of a world-class commercial berry farm in Rwanda, "Rwanda Berries".

BerryWorld, which has recently been acquired by AgroBerries, has become the world's second largest vertically integrated soft fruit producer and distributor with over 150,000 tons shipped in 2024.

Tropic Cool Israel Ltd is establishing "Rwanda Berries" a commercial scale berry farm in Rwanda to export to nearby markets in the Middle East, Europe and Central Asia. Rwanda is geographically well positioned and compliments the Southern African and South American supply windows, whilst benefiting from positive climatic conditions.

The cooperation between the two companies includes the potential licensing and supply of International Taste Institute award-winning Diamond Jubilee raspberries (BerryWorld Plus) Eureka Sunrise blueberries (Mountain Blue Orchards) as well as Sekoya (Fall Creek) premium blueberry varieties to Rwanda Berries. Rwanda Berries will export its production to BerryWorld for distribution to BerryWorld's extensive network of customers in nearby markets. Over the next five years, Rwanda Berries plans on establishing 150 hectares of farmland dedicated exclusively to the production of blueberries and raspberries and creating over 1,200 new jobs in Rwanda. BerryWorld will also be providing Rwanda Berries with technical support to advance the project's success.

Avi Drori, CEO of Tropic Cool: "We are very excited about collaborating with BerryWorld on creating an entirely new agricultural export industry in Rwanda. We believe that we have found the ideal country to build a long-lasting and competitive industry that will provide nearer access to fresh, premium berries."

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Adrian Olins, CEO of BerryWorld's Marketing division: "We are looking forward to working with Avi and his team at Rwanda Berries; Roy and Richard, who we are confident will execute a world-class agriculture project, providing a positive impact on Rwanda's society and environment and greater access to premium berries for nearby commercial markets."

*Berryworld.com*

## SOUTH AFRICA

### Bud rot found in South African papaya orchards

Officials in South Africa, have discovered bud rot in commercial papaya orchards in two provinces, warning farmers to exercise caution when moving plants to prevent spread.

The pathogen, also known as grey mould, is capable of destroying thousands of hectares of various species including pineapple and citrus.

The country and has set up phytosanitary measures to restrict the movement of host material from infested areas, the agriculture department said in a statement.

"Farmers and community members are encouraged to practice effective cultural control," it said. Officials also urged international travellers to avoid illegally importing agricultural commodities because this may introduce "new pests and diseases that are expensive and difficult to manage."

*Engineeringnews.co.za*

## CANADA

### Fresh Direct sell Mike & Mike back to original founders

The Fresh Direct Produce Group, known for its extensive distribution of ethnic, organic, and conventional produce, have finalised the sale of Mike & Mike's to one of its original founders, Mike Fronte.

The transaction, which allows Fronte to return to the organic business he helped found in 2004, represents a strategic move that supports the Fresh Direct Produce Group's broader objectives for growth and expansion across Canada and the United States.

The financial terms of the deal have not been disclosed but signal a significant development in the Canadian produce sector by uniting the legacy of Mike & Mike's with renewed leadership and commitment to its original mission.

This decision was driven by the Fresh Direct Produce Group's efforts to streamline its operations and prioritize acquisitions that will advance its wider portfolio.

Mike & Mike's, based in Ontario, has built a reputation for providing high quality organic fruits and vegetables, primarily to retailers throughout Eastern Canada. It is stated that part of the motivation for the sale was to concentrate on the Fresh Direct Produce Group's evolving plans, which include tapping into opportunities beyond its existing customer base.

Mike Fronte, Mike & Mike's Co-Founder & CEO, explains "Mike & Mike's has always been close to my heart, and I look forward to leading the company with the same dedication and passion that helped shape its foundation. We remain committed to delivering the highest-quality organic products and building lasting relationships with our customers."

In the wake of this sale, both companies are expected to benefit from a clearer focus on their distinct strengths and future goals.

*Produceleaders.com*

## SOUTH AFRICA

### South African apples on their way to Thailand

Thailand has again opened its doors to South African apple exports. Market access to the region was lost years ago but exporters have been eager to restore relationships with importers in Thailand.

In March last year, two Thai inspectors visited packhouses, cooling facilities, and orchards in South Africa's three major apple production areas.

As the South African apple export season of 2024 was nearing its end, the industry was looking ahead to the next harvest. With apple exports generally increasing by 40%, compared to the previous 10 years. The majority of this growth has been directed away from traditional markets (UK and Europe) to the Far East and Asia, including Southeast Asia. 35% of all SA apple exports are destined for these markets.

The South African industry plans to launch a market development campaign to reintroduce the unique characteristics of South African apples to the Thai trade and consumers. Over the last few years, South African apple growers have invested heavily in state-of-the-art facilities, production practices, technology, and new cultivars.

*Hortgro.co.za*

**NORTH AMERICA**

**FDA proposes ‘at-a-glance’ nutrition information on packaged foods**

The U.S. Food and Drug Administration is announcing an important step to provide nutrition information to consumers by proposing to require a front-of-package (FOP) nutrition label for most packaged foods. This

proposal plays a key role in the agency’s nutrition priorities, which are part of a government-wide effort in combatting the nation’s chronic disease crisis. If finalized, the proposal would give consumers readily visible information about a food’s saturated fat, sodium and added sugars content—three nutrients directly linked with chronic diseases when consumed in excess.

The proposed FOP nutrition label, also referred to as the “Nutrition Info box,” provides information on saturated fat, sodium and added sugars content in a simple format showing whether the food has “Low,” “Med” or “High” levels of these nutrients. It complements the FDA’s iconic Nutrition Facts label, which gives consumers more detailed information about the nutrients in their food.

Chronic diseases, including heart disease, cancer and diabetes, are the leading cause of disability and death in the U.S. With 60% of Americans having at



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least one chronic disease, such diseases are also the leading drivers of the nation's USD4.5 trillion in annual health care costs. A large body of research indicates that a major contributor to this problem is excess consumption of saturated fat, sodium and added sugars. There is a proliferation of foods in the food supply that are considered ultra processed, which often contain high levels of these nutrients. The Nutrition Info box is focused on providing accessible information to help consumers quickly and easily identify how foods can be part of a healthy diet.

"The science on saturated fat, sodium and added sugars is clear," said FDA Commissioner Robert M. Califf, M.D. "Nearly everyone knows or cares for someone with a chronic disease that is due, in part, to the food we eat. It is time we make it easier for consumers to glance, grab and go. Adding front-of-package nutrition labelling to most packaged foods would do that. We are fully committed to pulling all the levers available to the FDA to make nutrition information readily accessible as part of our efforts to promote public health."

The proposed Nutrition Info box is informed by a substantial body of research conducted by the FDA, including a scientific literature review, consumer focus groups and a peer-reviewed experimental study. In 2023, the FDA conducted an experimental study of nearly 10,000 U.S. adults to further explore consumer responses to three different types of FOP labels. The purpose of the experimental study was to identify which FOP schemes enabled participants to make quicker and more accurate assessments of the healthfulness of a product based on the levels of saturated fat, sodium and added sugars displayed. The experimental study showed that the black and white Nutrition Info scheme with the percent Daily Value performed best in helping consumers identify healthier food options.

"Food should be a vehicle for wellness, not a contributor of chronic disease," said FDA Deputy Commissioner for Human Foods Jim Jones. "In addition to our goal of providing information to consumers, it's possible we'll see manufacturers reformulate products to be healthier in response to front-of-package nutrition labelling. Together, we hope the FDA's efforts, alongside those of our federal partners, will start stemming the tide of the chronic disease crisis in our country."

The proposed Nutrition Info box is part of the White House National Strategy on Hunger, Nutrition and Health to reduce diet-related diseases by 2030. The Nutrition Info box, the recently updated "healthy" claim, the FDA's work to develop a "healthy" symbol and

the draft Phase II voluntary sodium reduction targets are key aspects of a government-wide approach to improving nutrition and reducing chronic diseases in the U.S. These efforts can help consumers more easily identify foods recommended by the Dietary Guidelines for Americans and may assist them in reducing their consumption of certain nutrients that can be found in foods that are commonly considered ultra-processed. The FDA is committed to continuing its comprehensive, science-based activities to create a healthier food supply, empower consumers with information and support lifelong healthy eating patterns.

The proposed rule, if finalized, would require food manufacturers to add a Nutrition Info box to most packaged food products three years after the final rule's effective date for businesses with USD10 million or more in annual food sales and four years after the final rule's effective date for businesses with less than USD10 million in annual food sales.

*Fda.gov*

## UK

### UK farm increases soft fruit production by 500%

A farm team in Hampshire is busy preparing 50,000 raspberry plants for the upcoming summer season - more than five times the amount planted last year.

Westlands Farm in Wickham produced around 200 tonnes of soft fruit in 2024. The farm produced fruit from around 8,000 raspberry plants and 185,000 strawberry plants. Despite unpredictable weather and rising costs, the expansion is a significant investment in British grown fruit at a time when many farms are reducing output.

"Every year, we see more and more people seeking out locally grown fruit," said Graham Collett, who runs the fruit farm alongside his wife, Kayleigh.

"We want to be able to meet that demand, and this expansion means that more of our raspberries will be enjoyed in homes across the region."

Despite the massive growth of production, sustainability remains at the forefront of everything Westlands Farm does. The farm uses eco-conscious farming practices such as using recycled rainwater for irrigation, that has been collected from a purpose-built on-site reservoir.

With planting already underway, the first raspberries from this new expansion will hit shelves in Westlands Farm Shop in summer 2025.

[farming.co.uk](http://farming.co.uk)

**NORTH AMERICA**

**Pepsi Co buys probiotic soda brand Poppi for nearly USD2 billion**

PepsiCo just announced it is acquiring probiotic soda brand Poppi for USD1.95 billion, a major accomplishment for a brand founded less than ten years ago. This transaction echoes the year-on-year growth of the functional drink market, especially the better-for-you soda category, with competitor Coca-Cola launching Simply Pop just a few weeks ago and Olipop raising a USD50 million Series C, valuing the rival probiotic soda brand at nearly USD2 billion. These

industry moves might finally convince sceptics that gut-friendly and other healthier soda alternatives are here to stay, forcing traditional players to evolve and adapt to growing demand for less sugary drinks.

PepsiCo’s acquisition of Poppi and Coca-Cola’s launch of a direct rival brand is a clear manifestation of how the soft drinks industry is evolving. “We’ve been evolving our food and beverage portfolio over many years, including by innovating with our brands in new spaces and through disciplined, strategic acquisitions that enable us to offer more positive choices to our consumers,” said Ramon Laguarta, Chairman and CEO of PepsiCo in a company press release. “More than ever, consumers are looking for convenient and great-tasting options that fit their lifestyles and respond to their growing interest in health and wellness. Poppi is a great complement to our portfolio transformation efforts to meet these needs.”

*Forbes* ●

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# Trends shaping the beverage industry in 2025

In 2025, the food and beverage industry continues to evolve at a rapid pace, driven by ever changing consumer demands that place a strong emphasis on health, sustainability, and innovation. As a result, companies within the industry are increasingly focusing on developing products that not only cater to the nutritional needs of consumers but also align with their ethical and environmental values.

Written by **Petra Kozusnik**, AUSTRIA JUICE

**AUSTRIA JUICE has identified three key trends that are set to have a lasting impact on the industry: Mindful Taste, Vitality Boost, and Eco Essence. These trends emphasize emotional well-being, long-term health, and environmental responsibility. Let's dive into each of these trends and explore what they mean for consumers and producers alike.**

## Mindful taste

Consumers are increasingly prioritizing their emotional and mental well-being, leading to a demand for products that offer more than just physical health benefits. The mindful taste trend focuses on emotional well-being, rewarding indulgence, and balancing energy.

## Emotional well-being

Nearly half of global consumers (49%) measure good health based on their mental well-being. Products with functional ingredients, that focus on relaxation, stress relief, and mood enhancement are in high demand. With 60% of global consumers often



Consumers seek comfort and escapism through traditional, comforting, and nostalgic flavours

eating unhealthily when stressed, mood enhancement will be a key priority. This trend shows that consumers are looking to step back from daily pressures and information overload, placing greater emphasis on happiness and non-material wealth. Traditional, comforting, simplistic, and nostalgic offerings will be favoured, with consumers seeking moments of guilt-free indulgence.

## Rewarding indulgence

Consumers seek comfort and escapism through traditional, comforting, and nostalgic flavours. Also drinks with flavours associated with festive occasions, such as Halloween or Chinese New Year, can enhance the nostalgic appeal. 64%

of global consumers express interest in trying new products with old or traditional recipe-inspired flavours. Experimental flavours are perceived as premium, reducing price sensitivity. This trend emphasizes the importance of enjoying rewarding flavours while maintaining a mindful approach to overall wellness.

## Balancing energy

With stress being a significant issue, especially among younger generations, products that help manage stress and improve sleep are essential. 47% of global consumers plan to improve their energy levels over the year. The need for stress alleviation and mood enhancement will shape food, drink, and flavour

preferences. 35% of Spanish juice consumers drink juice for an energy boost, showing that juice can also be an all-day energy booster.

To meet these trends and consumer demands, the beverage industry must stay ahead with innovative product concepts. AUSTRIA JUICE develops tailor-made beverage creations, such as:

- Vitamin Water with Vitamin B6, B9, B12, Vitamin C, D
- MultiFIT and AppleFIT Drinks with Vitamin C
- Functional Syrup "Relax" with botanicals like passion flower
- Coke Mix with orange flavour for moments of indulgence

### Vitality boost

The vitality boost trend emphasizes long-term health and wellness, focusing on functional ingredients, hydration, and convenient nutrition. Consumers are more knowledgeable about their health needs and seek products that meet specific nutritional goals.

### Functional ingredients

Within the category of functional beverages, aspects of digestive and gut health most drive the purchase of functional food and beverages. With the cosmetic industry booming, integrating beauty-enhancing features into food is becoming increasingly popular. The trend to look for beauty features and skin health is particularly strong among younger generations, especially Gen Z. Consumers of 16–34-years-old are particularly mindful, showing interest in caffeine-free, sugar-free and functional drinks with natural energising or relaxing ingredients like ginseng, chamomile or L-theanine. Brands also can help men and women navigate hormonal changes. Hormones and menopause have become central topics, highlighting the need for functional health solutions

“ Within the category of functional beverages, aspects of digestive and gut health most drive the purchase of functional food and beverages



*Petra Kozusnik*

for previously overlooked audience segments. Juice drinks can play a role in supporting women experiencing menopausal symptoms, offering a convenient and nutritious beverage option. As conversations around menopause become more open and inclusive, brands will increasingly develop products specifically tailored to the needs of women navigating menopause, focusing on symptom relief and overall wellness. AUSTRIA JUICE offers tailored concepts for functional beverages that are designed for specific women and men's needs. These can be fruit juice drinks with iron and magnesium that contribute to the reduction of tiredness and fatigue or drinks with cola taste including zinc and selenium to contribute to the maintenance of normal hair.

### Hydration is key

Good hydration is linked to overall health, with 43% of global consumers planning to boost their hydration levels. Innovative products like protein water are making hydration more enjoyable and provide an added value in addition. The "sleepy girl mocktail," a viral beverage on TikTok, highlights the

growing interest in nighttime hydration. 55% of Chinese consumers drink juice to relax or de-stress, so brands could promote juice as a way to help people sleep by adding calming ingredients or positioning juice as a way to relax at night. Over the next year, there will be a greater focus on hydration, as low hydration levels can negatively impact wellness, including energy, mood, and sleep health. In China, sports drinks are expanding their benefits to include both hydration and energy replenishment, making them a top choice for consumers in high-exertion scenarios. 61% of Chinese consumers think sports drinks are more effective at hydrating than water.

### Snack attack

Structured mealtimes are being replaced by more informal consumption occasions. Consumers are looking for healthy, convenient snacks that provide energy and nutritional benefits. People are snacking more often and replacing traditional meals with a snack or a drink. In India, 27% of people who buy juice drinks see them as a snack. Beverage brands can promote juice

as suitable for various occasions throughout the day, beyond breakfast, to encourage people to drink it all day. Globally, there is a resurgence of interest in juice shots as they offer quick 'health fixes' and provide a concentrated supply of nutrients. This trend aligns with the growing demand for functional foods and beverages that provide health benefits in a convenient format. Additionally, juice shots are seen as a way to capitalize on the demand for vitality and mood-boosting snacks, making them suitable for various occasions throughout the day. Juice, made with protein and cereal, is another option for replacing a meal, along with smoothies. Many consumers want snacks that give them more energy or improve their mood. 40% of US consumers snack to keep their energy up, while 29% do so to relieve stress. Juice brands can effectively position juice as both an energising and mood-enhancing snack.

AUSTRIA JUICE has a broad portfolio to meet this major trend of Vitality Boost with functional beverages. Popular flavours and ingredients within this category include hydration drinks, functional waters with botanicals, immunity booster drinks and collagen drinks.

Some examples of product concepts are:

- Functional Water with ingredients like collagen and protein
- Hydration Drink to improve the absorption of water during physical activity
- Water Plus with several functional ingredients
- Gut Health Juice or Gut Health Vitamin Water with high fibre content
- Collagen Drinks to meet the aspect of beauty and skin health
- Prebiotic Natural Energy with a natural caffeine source without artificial additives
- Functional Syrup "Immune" with ginger
- Plant-Based Protein Drink with high protein content and no added sugar



Lemonade

### Eco essence

Sustainability continues to be a crucial factor in the food and beverage industry. The push for sustainability is evident in the way brands are rethinking their production processes, sourcing ingredients responsibly, and minimizing their carbon footprint.

### Green quality

Consumers expect brands to demonstrate how their sustainability efforts translate into additional benefits. Products with sustainability claims are gaining popularity. Brands must communicate the quality, trust, and nutritional benefits of their sustainable practices.

### Sustainable responsibility

Consumers are increasingly concerned about the environment, with 73% expressing worries about the state of the planet. Brands are expected to

put sustainability at the core of their philosophy. Carbon-negative products and initiatives to support local farmers and suppliers are becoming more common.

### Natural claims

Natural claims are highly influential in shaping consumer perceptions of value. Products with clean labels and a short ingredient list are seen as more premium. By focusing on eco-friendly practices and natural claims, beverage manufacturers can meet the evolving needs of today's conscious consumers.

### Raw material availability

Rising cost of raw materials for fruit juices, like oranges, are currently changing the market. Manufacturers are put under pressure to find cost-effective solutions. At the same time, consumer preferences are changing towards healthier options, with a growing demand for low sugar



Cocktail



Gin and tonic

and clean-label products. Fruit juice producers have an opportunity to create exciting new 100% juice blends that are delicious and nutritious, without being 100% orange juice. High juice prices, especially orange juice, have reduced new 100% juice launches, leading to ingredient optimisation and smaller sizes. To use the current challenges as an opportunity, AUSTRIA JUICE has established a reformulation process for evaluating the cost-saving potential of beverage recipes. It is worthwhile to analyse the status quo of particularly long-standing recipes in high fruit-juice-content beverages in order to discover potential cost savings.

Modifications of the recipes may involve adjusting ingredients or substituting the juice content with alternative fruits, all while ensuring that the sensory and visual properties remain consistent.

AUSTRIA JUICE has developed several product concepts that align with the Eco Essence trend:

- Juices & Nectars from sustainable sourcing
- Juice Alternatives
- Orange Alternatives to overcome raw material shortages
- FMPs (flavours with modifying properties) reduced sugar and labelled as natural flavours

### Conclusion the top trends of 2025

Mindful Taste, Vitality Boost, and Eco Essence - reflect a shift towards products that cater to both physical and emotional well-being, long-term health, and environmental responsibility. As consumers become more health-conscious and environmentally aware, brands must innovate and adapt to meet these evolving demands. By embracing these trends, the industry can look forward to a future where consumer satisfaction and environmental stewardship go hand in hand. ●

#### About AUSTRIA JUICE

The AUSTRIA JUICE Group, headquartered in Austria, has numerous modern production sites and is active in more than 65 countries. The plant in Germany, in Bingen am Rhein specializes in the production of fruit wines and fruit sparkling wines. There, in addition to the standardized alcoholic and dealcoholized base wines, the fruit wines made from customized recipes are also supplied as ready-to-fill products. By tailor-made refinements of the alcoholic fruit wine base, unique drinks are created according to the customers' needs.

For more information visit: [www.austriajuice.com](http://www.austriajuice.com)

# Fruit juice production challenges: A perspective from France

The market for raw materials, especially fruit juices, is undergoing a profound transformation due to various factors that will be discussed below.

Written by **Jean-Pierre Levy**, Founder and CEO, *Levy Group International*

## Production

### **Climatic hazards and their consequences**

Climate change is an unavoidable reality that affects all aspects of our lives, including agricultural production. The regions of Asia and South America, known for their abundant fruit production, are facing increasing challenges due to weather and climate changes.

Climatic hazards play a crucial role in fruit production in Asia. Phenomena such as typhoons, monsoons and droughts seriously affect harvests. For example, typhoons that frequently hit the Philippines and Thailand can destroy entire plantations of pineapples, mangoes and bananas, causing massive losses for local producers. Monsoons, on the other hand, although necessary for irrigation, can also cause floods that damage crops.

In addition, temperature fluctuations and changes in precipitation related to global warming disrupt the growth cycles of fruit trees, reducing the quality and quantity of fruit produced. The combination of these unpredictable climatic factors makes agricultural production increasingly difficult, requiring adaptation and resilience strategies from farmers.



Improving these systems allows farmers to take preventive and mitigative measures to protect their fruit crops

To address these challenges, farmers in Asia and South America must adopt sustainable agricultural practices. The use of water conservation techniques, crop diversification and the integration of agroforestry systems can improve the resilience of fruit farms.

Research and development of fruit varieties resistant to extreme climatic conditions is essential. Fruits that can tolerate heat, drought or excess water can reduce the risks associated with climate change.

Forecasting and warning systems must be developed to do everything possible to avoid disaster.

Weather forecasting and early warning systems play a crucial role in climate risk management. Improving these systems allows farmers to take preventive and mitigative measures to protect their fruit crops.

The impact of climate change on fruit production in Asia and South America is a major challenge that requires urgent attention. By adopting adaptation strategies and investing in research and technology, these regions can mitigate the negative effects of climate and ensure the sustainability of their fruit production.

But all this is expensive today and it will take time to recoup these investments.

### **Fruit diseases**

Fruit crops, especially oranges, are vulnerable to various diseases that can have a significant impact on production and crop quality.

These diseases, among others, represent a major challenge for orange producers. Prevention, early detection and integrated disease management efforts are essential to maintain



orchard health and ensure sustainable and high-quality production.

In Florida and Brazil, two of the world's largest orange producers, production has also faced significant challenges related to weather and disease. In Florida, hurricanes have caused significant damage to citrus groves, while huanglongbing, or "greening," a bacterial disease transmitted by an insect, has devastated thousands of hectares of orange groves, drastically reducing yields.

In Brazil, the world's leading exporter of orange juice, producers are facing not only diseases such as huanglongbing and citrus leprosis, but also prolonged droughts in regions such as São Paulo, the country's main production area. These difficult conditions are forcing producers to use advanced technologies and sustainable farming practices to maintain productivity on their farms, which is why prices for the commodity are soaring.

***Blendings that influence product quality and compliance***

Blendings are mixtures of different varieties of fruits or juices from different geographical origins. They play a key role in the standardization and optimization of finished products, allowing for consistent taste profiles to be achieved and determined quality levels. However, these blends can also pose challenges in terms of compliance.

Indeed, each production region has its own climatic and agricultural characteristics, influencing the chemical composition and organoleptic qualities of fruits. Natural variations in taste, colour and sugar content can make it difficult to maintain a consistent final product. As a result, producers must employ sophisticated quality control techniques to ensure that each batch meets established standards.

In addition, regulatory requirements vary from market to market, imposing strict criteria for food products. Blends must therefore be carefully formulated to comply with local and international specifications, particularly with regards to additives, preservatives and pesticide residues.

Advanced analytical methods, such as chromatography and spectroscopy, can be used to monitor and control the composition of blends. Similarly, certifications and quality labels play a crucial role in ensuring product traceability and transparency, thereby strengthening consumer confidence.

Ultimately, while blending offers advantages in terms of consistency of production and diversification of offerings, it requires careful management and continuous adaptation to meet consumer expectations and regulatory requirements. This is what blenders have always done; we will see later that the situation has changed.

### Logistics

#### Freight

Freight costs have increased due to several factors. First, the disruptions caused by the COVID-19 pandemic have led to a reduction in maritime and air transport capacity, creating an increased demand for limited freight services. Second, fuel costs have increased significantly, which has directly impacted freight rates. In addition, port congestion and logistics delays, exacerbated by a shortage of labor, have contributed to the increase in costs. Finally, regulatory changes and customs tariffs in certain regions have also played a role in increasing freight costs.

The traffic jam in the *Panama Canal* is a phenomenon that has intensified in recent years due to several factors. Mainly, the increase in global maritime traffic, as international trade grows, has led to increased saturation of the canal. In addition, the canal's capacity, although recently expanded, remains limited in the face of this exponential demand.

Unpredictable weather conditions, such as prolonged droughts, have also negatively impacted the water level of the lakes that feed the canal, reducing the number of ships that can pass through it daily. The COVID-19 pandemic has exacerbated the situation by creating delays and disrupting global supply chains.

The consequences of these traffic jams are multiple. On the one hand, delays in the delivery of goods cause disruptions in supply chains, particularly affecting industries that depend on the regular flow of raw materials and finished products. On the other hand, transportation costs are increasing, as ships sometimes have to wait several days before they can pass through the canal, resulting in additional costs for carriers and ultimately for consumers.

These challenges have prompted some companies to seek alternatives,

such as using longer shipping routes or varying means of transportation, thereby increasing costs and delivery times.

The *war in the Red Sea* has had major implications for maritime freight, exacerbating existing challenges in industry. Conflicts have disrupted crucial trade routes, leading to detours, delays, and increased transportation costs. Ships often have to avoid conflict zones, lengthening journeys and incurring additional costs in fuel and security. Increased risks of piracy and armed attacks have led to higher insurance premiums, making shipping more expensive. In addition, ports located in conflict zones are experiencing temporary closures and operational slowdowns, exacerbating already existing congestion problems. Globally interconnected supply chains are feeling the cascading effects, with delays in the delivery of essential goods impacting sectors ranging from food and beverages to technology.

#### Storage

As much as possible must be stored to avoid stockouts. But storage costs have increased due to several key factors. First, the COVID-19 pandemic has led to a surge in demand for storage capacity as companies seek to secure their supply chains uncertainties. Second, real estate and land costs have increased in many regions, making it more expensive to build or rent warehouses. In addition, security and regulatory compliance requirements have intensified, requiring additional investments to meet current standards. Technological advances, while beneficial in the long

term, also involve high upfront costs for installing automated and inventory management systems. Finally, the shortage of skilled labor in the logistics sector has led to rising wages, increasing the operational costs of storage facilities.

The current challenges in the logistics sector, exacerbated by unpredictable weather conditions, the COVID-19 pandemic, conflicts in the Red Sea and increases in storage costs, are having a significant impact on prices and delivery times. Ocean freight, in particular, is facing increasing costs due to detours, high insurance premiums and temporary port closures.

To mitigate the increase in the cost of ocean freight, different strategies are being used.

- Diversify logistics routes: Consider alternative shipping routes or diversified means of transport to reduce reliance on a single route.
- Optimize inventory management: Invest in inventory management technologies to improve efficiency and reduce long-term storage costs.
- Collaborate with reliable partners: Select logistics partners with solid experience and proven crisis management solutions.
- Educate and inform consumers about the reasons for price increases and potential delays to maintain transparency and trust.

By adopting these recommendations, companies can better navigate this complex environment and mitigate the negative impacts on their supply chains and operational costs.



Prevention, early detection and integrated disease management efforts are essential to maintain orchard health



### Fruit juice consumption

The consumption of fruit juices in general is decreasing. Consumption is trending downward due to several factors:

- First, growing concerns about the sugar content of fruit juices have prompted many consumers to seek healthier alternatives. Awareness campaigns on the health impacts of sugar, as well as recommendations from health authorities, have played a key role in this change in behavior.
- In addition, the growing popularity of plant-based drinks and flavored waters, perceived as more natural and beneficial options, has also contributed to this decrease.
- Finally, lifestyle changes, with an increased preference for fresh produce and homemade smoothies, have redirected consumption

towards alternatives perceived as more nutritious and healthier.

### To conclude

- We have reviewed a number of climate issues that affect the production of fruits and therefore fruit juices, mainly due to climatic hazards.

The most important consequence is that there is now a huge shortage of fruits – which is hampering the consumption of fruit juices.

- Some blenders, most often present in Northern Europe (Holland, Germany, etc.) as well as in the Mediterranean (Spain, Italy, etc.) to mention only Europe, are trying to find solutions.

But they too do not have enough goods to make their blend. The quality

of the blends is not stable and most often the AIJN standards are not or cannot be respected.

### The solutions

It is preferable to work with large factories that produce pure juices and concentrate in substantial quantities and that avoid quality variations and non-compliance with standards for users.

Working with the number 1 in oranges, working with the number 1 in pineapples, working with the number 1 in apples will ensure stable quality and it must be done even if these producers sell their pure juices and concentrate more expensive than the competition.

This is a reasonable solution to work in this totally disorganized and turbulent market. ●

### About Levy Group International

Jean-Pierre Levy was once the General Manager of the powerful French distribution chain's Inno, Galeries Lafayette and Monoprix, the French pioneer of super and hyper markets. In 1973, Levy decided to enter the fruit juices business, and established Levy Group International, now a key player in the fruit juice sector in Europe. Specializing in the distribution of various fruit juice products with an extensive network of suppliers. The Levy Group International is considered as one of the prime suppliers of pineapple NFC and concentrates in Europe and the first company to have launched Coconut Water in Europe.

Fruit juices for Jean-Pierre Levy represent "sa joie de vivre" (his joy for life).

For more information visit [Levy Group International / The Juice Architects](#)



## Long term impacts of extreme weather conditions and climate change on fruit production

Written by **L Haokhugin Haokip** and **Umesh Chandra Kulshrestha** from the *School of Environmental Sciences, Jawaharlal Nehru University, New Delhi, India.*

### Introduction

Undoubtedly, climate change is a reality showing its impacts on humans, plants and the environment. Plants are primary producers which are capable of producing their own food through photosynthesis. Environmental parameters such as temperature, light (intensity, quality and duration), water (availability and humidity), air (carbon dioxide and oxygen) and soil nutrient content are responsible for plant growth and development\*. Inadequate supply or over supply of any of these parameters may cause stress in the plants which results in deterioration of plant growth. Extreme weather conditions develop a situation of short or excess supply of any of the above ingredients which affects fruiting and fruit yield. Banana, watermelon, apple, grape and orange fruits are the top 5 fruits produced globally. Around 139.28 million metric tons of banana is produced every year followed by

watermelon (104.93 MT) and apple (93.34 MT)\*. China is the largest producer of fruits while India ranks as second fruit producer.

### Direct impacts of climate change

#### Temperature

Temperature is a primary factor affecting the rate of plant development. It is an indicator for climate change too. It is understood that increasing CO<sub>2</sub> in the atmosphere is due to fossil fuel combustion which is responsible for rising atmospheric temperature via the greenhouse effect. Temperature plays a key role in most plant processes such as photosynthesis, transpiration, germination and flowering although the optimal temperature varies depending on the type of plant. Optimum temperature is required for plant growth and development. For most plants in temperate climates, the temperature optimum for growth

and flowering is around 20–30°C\*. For example, the safe temperature for a mango (*Mangifera indica L.*) at which no damage occurs to the fruits or leaves varies from 10 to 12°C\*. Tropical climate is represented by higher range of temperature for the survival of the tropical plants. High as well as low temperatures inhibits the growth of plants, cause chlorosis of leaves and even decrease in productivity due to delayed grain maturation and also reduction in percentage of ripened grains.\*

According to Grab and Craparo (2011) an increase of 0.45°C per decade temperature during early spring advanced the blooming in apple and pear by 1.6 days per decade. Temperature influences different plants and regions in different manner. For example, maximum temperature of maize (*Zea mays L.*) is 38°C whereas that of broccoli (*Brassica oleracea L.*) is 25°C. Higher temperature may alter the plant morphology, anatomy and

physiology, affecting seed germination, plant development, flower shedding, pollen viability, gametic fertilization, fruit setting, fruit weight, size and fruit quality.\* High temperature of more than 38°C was noticed causing a choking of bunches in banana.\* In a study, a 1°C warming decreased the yields by 7.5 ± 5.3% (maize), 6.0 ± 3.3% (wheat), 6.8 ± 5.9% (soybean), and 1.2 ± 5.2% (rice) across the world\*. Even low temperatures are damaging to plant yield as they inhibit the photosynthetic activity of the plant. A study on wheat by Asseng and co-workers (2011) reported that the maximum temperature for wheat was around 34°C and each additional day of temperatures above 34°C on average reduced grain yield by 5%. A study reported that if the rise in temperature and decrease in rainfall continue as it is, then there would be a severe drop of about 25-36% in the production of rice.\*

Temperature rise in climate change scenario may bring early fruiting, faster maturity and ripening triggering a shorter availability period of some fruits. Due to extreme weather, flowering is altered. Both early and delayed flowering have fruit yield consequences. Research in Africa predicts that a 2°C warming would result in 14.4% yield loss and a yield reduction of 5.8% would be seen by reducing precipitation by 20%.\*

### Indirect impacts of climate change

#### Extreme weather

Climate change has resulted in increasing frequency of weather events such as droughts, heavy precipitation, cloud burst, heatwaves, cold spells and flooding which can be termed as extreme events.\* These phenomena may directly or indirectly affect the plant growth and ultimately affecting yield. Bulletin of the American Meteorological Society (BAMS, 2015) highlights that the human activities have influenced specific extreme



## Drought is reported as the main factor affecting banana production

weather and climate events e.g. heavy rainfall in Europe, tropical cyclones in the central Pacific, drought in East Africa, and heat waves in Australia, South America and Asia.

### Impacts of heavy precipitation

Heavy precipitation is a type of extreme weather event affecting fruit and vegetable production. Global extreme events linked or not linked with human induced climate change have been differentiated in the BAMS (2015) report. Extreme Himalayan snowstorm occurred in 2014 and severe floods in Jakarta in 2014 are the examples of human induced extreme events. Severe precipitation caused a devastating situation in Chennai in December 2015.\* Heavy rain causing severe floods in Pakistan in July 2021 is also an example of such event. Heavy precipitation also damages crops and fruit yield. Stone (peaches and plums) and pome (apple and pear) fruit yield might be damaged by frequent heavy precipitation might lead to increased bacterial gummosis of thunderstorms, windstorms, and hailstorms resulted in decreased wheat yield by 0.14, 1.32, and 1.98 units respectively.\* In mangoes, heavy precipitation may impede fruit formation and promote disease susceptibility reducing the quality of the fruit which will eventually reduce the yield. Depending on the region, the International Food Policy Research Institute (IFPRI) reported the negative effects of climate change on crop yield by highlighting the decline of 10-15% of paddy yield, 34-49% decline in wheat production and 9-19% decline in maize yield in South Asia and Sub-Saharan Africa.\*

### Effects of droughts

Droughts are considered extreme weather conditions. Droughts refer to a below-average moisture condition adversely impacting humans and vegetation. In climate change scenario, 2°C rise in atmospheric temperature will have moisture related consequences. However, it is difficult to say that droughts are increased in recent past. IPCC (2024) mentions that there is medium confidence that since the 1950s some regions of the world have experienced a trend to more intense and longer droughts, in particular in southern Europe and west Africa, but in some regions, droughts have become less frequent, less intense, or shorter, for example, in Central North America and north-western Australia. Drought is reported as the main factor affecting banana production.\* It also reduced fruit ripening and increase fruit cracking in pomegranate and litchi. Schmitt et al., (2015) reported that one day of drought during fruit formation and ripening led to a reduced yield by 0.36% and 0.69% in winter wheat and grain maize respectively while one waterlogged day reduced yield by 0.23% in winter wheat and 0.24% in winter barley.

Decrease in relative humidity increases transpiration or loss of water from the plant leaves by increasing the vapour pressure between the leaves and the air. Humidity is important for photosynthesis to take place as it helps in regulating the opening and closing of the stomata of the leaves.\* Plant growth increases with increase in relative humidity and there is an increase in the length, width and dry weight of the plant. A study reported that 85±2% of relative humidity is

the most optimum condition for plant growth and development\* and alteration of the humidity may decrease the plant productivity. Climate change increases the global mean temperature which results in increasing relative humidity thereby affecting crop yield. Nevertheless, droughts have more severe impacts than heavy precipitation and cloud bursts because droughts might be fatal to fruit trees. Temperature rise will also affect suitability of fruit cultivation areas resulting in a need to earmark new suitable areas for fruit cultivation.

Droughts also affect water availability to the plants. Water is essential for seed germination, plant growth, and nutrition. Scarcity of water is another challenge. Interestingly, water crisis is linked with climate change.\* Water helps in cell enlargement due to turgor pressure and cell division which ultimately increase the growth of plant. Plants get water mainly from the soil through the roots which is transported and used for breaking down of CO<sub>2</sub> during photosynthesis to produce O<sub>2</sub> and carbohydrates for the plants. Deficiency of water in plants and soil; a result of drought, promotes stomatal closure reducing gaseous exchange and inhibiting photosynthesis by accumulation of abscisic acid (ABA). Similarly, excess availability of water which may be caused due to flooding may result in reduced photosynthetic activity due to stomatal closure and also improper growth of roots due to lack of oxygen.\* Both water quantity and quality matter for fruit production. Excess water quantity from flooding, glacier melt, and extreme precipitation can decrease fruit production. Also, poor water quality affects plant physiology and thus fruit yield.

The cloud burst phenomenon is also an extreme weather event. It is characterized by strong winds and lightning lasting for few hours. It is very local in nature which results in >100 mm h<sup>-1</sup> rainfall over a small zone.\* Cloud bursts are common in Himalayan and Western Ghats regions.\* Recently in July 2021, a cloudburst occurred



in Chamoli and Pithoragarh districts of Uttarakhand in India. Causing flash floods and landslides. An extreme cloudburst occurred on Edinburgh Castle where water level increased ~50 cm within a period of 15 minutes. Cloud burst brings floods like it happens from torrential rains as a result all fruits and vegetables are ruined. More recently cloud burst events are increased worldwide challenging global fruit security.

### Indian scenario

India has high agro-climatic diversity and hence, climate change and extreme weather impacts will be region specific. Accordingly, region or state specific mitigation measures will help in controlling the loss of crop yield in India or any region having wide range of agro-climatic variations. In India, it has been projected that there will be a rise of around 2.5-4.9°C which would result in a drop of yield of rice by 32-40% and a drop of wheat yield by 41-52%.\* Kumari and John (2024) also reported that yield of apple in Himachal Pradesh, India has been reduced by around 11.48%. However, pests are additional factors for yield change.

Indian agriculture is highly drought prone.\* Fruits and other crops in India have been subjected to yield change

presently while some are on the verge of reduction in their production. Some of the crops showing reduced yield in India are presented in Table 1 and 2 (ASG, 2023). These reductions in fruit yield are probably due to stress induced by climate change and extreme weather events.

### Other impacts

Major factors associated with decrease of crop yield are described below which will help in understanding the effect of extreme weather and climate change on fruit production.

### Impacts of tropospheric Ozone

According to the USEPA, Ozone(O<sub>3</sub>) is a highly reactive gas composed of three oxygen atoms. It has both natural and anthropogenic source of origin. Stratospheric Ozone is known as "good ozone" as it protects the earth from the harmful ultraviolet radiations. Contrary to stratospheric ozone, tropospheric ozone is however known as "bad ozone" because it is harmful to plants and animals due to its global warming effect. Tropospheric ozone is produced by photochemical reaction of NO<sub>x</sub> with Volatile Organic Compounds (VOCs). Tropospheric ozone alone is responsible for over

90% of vegetation damage.\* Ozone reduces the photosynthetic activity of the plant thereby decreasing its growth rate.\* It is responsible for the reduction of crop yield and also degradation of seed quality for all major crops in India. Wheat shows the highest sensitivity to ozone while maize shows the lowest sensitivity to ozone increase.\* However, due to anthropogenic emission sources the concentration of ozone is expected to increase by 13% over main parts of India.\* Debaje (2014) reported that relative yield loss (RYL) of the mean total population per year was 6-30% for winter wheat and 9-16% for rabi rice using the AOT40 index. Based on the same index, Sinha and co-workers (2015) also reported the estimation of ozone induced yield loss where the relative yield loss was found in the range of 27-41% for wheat, 21-26% for rice, 9-11% for maize and 47-58% for cotton.

### Impacts of solar radiation and visibility

Light is a very important environmental factor which influences plant development and growth. Plants need light for photosynthesis and to regulate their development. The opening and closing of stomata are important processes for gas-exchange processes leading to photosynthesis which are affected by light.\* Lack of light inhibits the production of chlorophyll in plants. The quantity, quality and duration of light are the three principles affecting plant growth. Quantity is the amount or intensity of light a plant receives. It is usually higher in summers and lesser during winter days. Quality refers to the wavelength of the light emitted. Plants possess photoreceptors which acts as an interface between the plant and the environment and absorbs maximum in blue (400-500 nm) and red and far red (600-800 nm) regions of the visible spectrum light which helps in their growth\* and duration refers to the amount of time a plant is exposed to light. Floral development depends on the length of uninterrupted darkness,

**Table 1. Decrease in fruit yield from 2021-22 to 2022-23 in India**

Fruits and Vegetables	Production 2021-2022 (in '000 MT)	Production 2022-2023 (in '000 MT)
Papaya	5341	5122
Guava	5527	5274
Lime/ Lemon	3776	3702
Orange	6393	6134
Mosambi	3895	3720
Tomato	20694	20402
Tapioca	6213	6073
Radish	3214	3098
Cucumber	1694	1643
Cauliflower	9566	9521

Source: ASG, 2023

**Table 2. Crops showing yield change from 2021-22 to 2022-23 in India**

Foodgrains (crops)	Production 2022-2023 (in million tonnes)	Production 2023-2024 (in million tonnes)
Maize	38.09	37.62
Gram	12.27	11.04
None Oilseeds	41.36	39.67
Groundnut	10.30	10.18
Soyabean	14.98	13.06
Cotton	33.66	35.52
Sugarcane	83349	78953

Source: ASG, 2023

which helps in classification of plants into 3 categories as short-day, long-day and day-neutral plants. Unfortunately, in climate change scenarios, due to fossil fuel and biomass burning, soot particles are found in the atmosphere due to which atmospheric visibility is affected causing a retardation in the incident light reducing the visibility\* and finally affecting the photosynthesis and crop yield.

### Impacts of poor air quality

Air refers to the invisible mixture of gases that surrounds the earth. influence the morphological, physiological, and biochemical

status of plants, and their impacts vary substantially among different species and cultivars.\* Plants need carbon dioxide (CO<sub>2</sub>) in air to breath which is used during photosynthesis to synthesize food. According to a study conducted by Xu (2015) on winter wheat reported that optimal CO<sub>2</sub> concentration for the growth was found to be 889.6, 909.4, and 894.2 ppm respectively for aboveground, belowground and total. Impacts of air pollution on plant life are mainly of two types – directly through clear visible leaf injury like interveinal or needle chlorosis and necrosis or indirectly on growth and reproduction.\* With urbanization and industrialization, the number of pollutants released has also been



The extreme weather has several adverse effects on fruiting, affecting our nutrition and economy



drastically increased. A study by Jubaer and co-workers (2024) in Chittagong found that airborne particles possess a serious threat to plant health as they can affect photosynthesis, impede the uptake of nutrients, and make plants more vulnerable to pests and diseases. Air pollution from fossil fuel and biomass burning causes stress in plants which adversely affects tree health. Gupta and co-workers (2015) have reported that air pollution brings biochemical changes in plants. They found more stressed plants at the industrial site compared to urban site indicating an enormous effect on the productivity of plants which further affects the fruit yield.

### Water and soil quality impacts

Water and soil are very important for plants as these provide the foundation for plant growth. Soil is our life support system. It anchors roots of plants, hold water and store nutrients. While soil minerals and organic matter hold and store nutrients, soil water is what readily provides nutrients for plant uptake. The basic components of soil are minerals, organic matter, water and air. A typical good soil consists approximately 45% mineral, 5% organic matter, 20-30% water, and

20-30% air in general. In reality, soil is very complex and the composition of soil can fluctuate on a daily basis, depending on numerous factors such as water supply, cultivation practices, soil type. Good soil structure and texture promotes better root growth, water infiltration, and nutrient uptake. Soils with a balanced texture like loamy soils exhibits better root penetration and efficient nutrient absorption.\* A fertile soil is important for plant growth and development as soil is the main source of nutrients intake for plants. Soil fertility is indicated by certain parameters such as soil nutrient content, pH, cation exchange capacity and the type of soil (soil property). A good soil usually has pH of around 6.5-7.5. Higher CEC is desirable as it can hold more nutrients making them more available for plants. Soil nutrients required by plants may be divided into two categories, macronutrients and micronutrients. The macro nutrients required by plants present in soil are Nitrogen, Potassium, Phosphorus, Calcium, Magnesium and Sulphur while the micronutrients are Iron, Manganese, Zinc, Copper, Boron, Chlorine and Molybdenum.\* Presence of nutrients in appropriation is essential for plant growth and can be detrimental to

the plant if it is present in excess or if there is deficiency in the nutrients. Also, presence of unwanted elements in soil can affect plant growth and so the fruit yield.

In a nutshell, horticulture crops are under pressure from extreme weather due to climate change. In fact, fruits are essential supplies for us. But unfortunately, the extreme weather has several adverse effects on fruiting affecting our nutrition and economy. Studies have demonstrated that both quantity and quality of fruits will be affected due to extreme weather in the future. Few days advanced booming is seen for apple and peach. Fruiting process will be affected because of poor supply of nutrition to the plant due to extreme weather events. Also, heavy loss of fruits may occur due to extreme weather events such as cloud bursts, heat stress and droughts leading to fruit supply security. Therefore, appropriate steps are needed to mitigate extreme weather events globally in order to control fruit production loss.

*To discuss this topic further please contact Umesh Kulshrestha at [umeshkulshrestha@gmail.com](mailto:umeshkulshrestha@gmail.com)*

*Note: Various sources used for this content ●*



# FCOJ and FCOJ futures market

Orange Juice futures prices have taken a turn to lower values since the last magazine update. The fundamentals have changed and caused the shift in pricing. *Jack Scoville reports.*

**The market has shifted its focus from the production problems of the last couple of years to hopes for relatively better conditions this year. There are also hopes that the greening disease can be better managed. The disease is the cause for a 92% drop in Florida citrus production according to Raw Story news. That means more juice needs to be imported and that is going to be a problem for US consumers moving forward.**

President Trump seems determined to have his tariffs imposed on Mexico, Canada, and China now and have reciprocal tariffs imposed on US consumers from imports from anywhere in the world. Tariffs are nothing more than taxes on the American people for US imports. No one in other countries has to pay for them unless the producer cuts the price to keep the flow of products going in the US. We are not

sure that tariffs on Mexican juice are imposed yet, but they will be when the reciprocal tariffs are imposed in a few weeks. Imports from Brazil will also get tariff imposed on them although perhaps at a rate less than the rate for Mexico. No one knows for sure as the administration has not really said much about the threats, but it will become clear once the new tariff regime is announced.

FCOJ futures are already very high priced. The current high prices mostly come from the production losses caused by the greening disease and to a lesser extent from some extreme weather events reported over the last couple of years. Now come the potential for tariffs to drive the price of juice even higher. Florida production has dropped by about 97% in the last few years and most juice is now imported. The tariffs will only make the imported juice higher for industry

and consumers alike. Prices could rise by about 5% to 10% depending on how and when the tariffs are placed on the juice. Breakfast has become very expensive in the US as the price of eggs now comes close to USD8.00 per dozen. Juiced is also very high priced and is likely to become even more so in the near future. Demand for eggs and juice will continue to wane in response to the high prices. ●

#### About the author

Jack Scoville is a futures market analyst specializing in grains, softs, rice, oilseeds, and tropical products such as coffee and sugar. He offers brokerage services to an international clientele of agricultural producers, processors, exporters, and other professional traders.



A more optimistic outlook on the supply of oranges for both this season and next season in top-producer Brazil, coupled with a sharp decline in orange juice consumption from the key import markets has led to pricing on the frozen concentrated orange juice (FCOJ) futures market plummeting over the past month.

## BRAZIL ORANGE PRODUCTION

Fundecitrus released their third update on Brazil's 2024/25 crop in February which forecast production at 228.52 million boxes, an increase of five million boxes from their second update in December.

Source: Fundecitrus

## EUROPEAN UNION ORANGE AND ORANGE JUICE PRODUCTION

EU orange production in 2024/25 is projected to reach 5.7 million tonnes – similar to the previous year.

EU orange juice production in 2024/25 is projected at 50 200 tonnes, down from the 54 900 tonnes in 2023/24. The improved calibre of oranges in Spain in 2024/25 compared with the previous season are expected to result in reduced volumes devoted to processing. Hence EU orange juice production is expected down from previous season levels. A smaller number of oranges is expected to be devoted to orange juice also in Italy, where citrus production is largely intended for fresh consumption.

In 2024/25, orange juice import levels are expected to increase to 527 000 tonnes compared with 479 100 tonnes the previous season, when the tight global market balance and price surge pushed imports down. Egypt is the EU's second largest supplier of orange juice after Brazil, which accounts for over 85% of the EU's import market.

In 2024/25, EU orange juice exports are expected to decline to 111 000 tonnes, from 114 000 tonnes the year before. The United Kingdom remains by far the largest destination of EU orange juice, accounting for over half of the EU's exports. In 2024/25, orange juice consumption is expected to bounce back to 466 200 tonnes, from 419 000 tonnes in 2023/24.

Source: USDA

## FLORIDA ORANGE PRODUCTION

The latest forecast from the USDA on Florida's 2024/25 orange crop is 11.6 million boxes, up 100 000 boxes from the previous forecast. If realized, this will be 35% lower than last season's final production.

The forecast for non-Valencia production is up 100 000 boxes and is now 4.60 million boxes. The Navel forecast, included in the non-Valencia portion of the forecast, is 100 000 boxes.

The forecast for Valencia production is unchanged from the previous forecast at 7.00 million boxes. Current fruit size is below average and is projected to be below average at harvest, requiring 256 pieces to fill a 90-pound box. Current droppage is above the maximum and projected to be above the maximum at harvest. Harvest of Valencia oranges is still in the early stages.

Source: USDA

## WORLD LEMON AND LIME PRODUCTION

Global production of lemons and limes in 2024/25 is forecast down 651 000 tonnes to 10.2 million tonnes due to the drop in production in the EU and Turkey as a result of unfavourable weather.

Lemon and lime production in the EU in 2024/25 is expected to decline to 1.52 million tonnes, against 1.77 million tonnes the year before. Of this, 302 000 tonnes are earmarked for processing in 2024/25, against 438 000 tonnes in 2023/24.

Source: USDA

## FLORIDA GRAPEFRUIT PRODUCTION

The forecast for grapefruit production in Florida for the 2024/25 season has been marginally increased to 1.20 million boxes. The red grapefruit forecast is updated to 1.07 million boxes. The white grapefruit forecast is now 130 000 boxes.

Source: USDA

*NOTE: There are two recent USDA reports on citrus in Brazil and Mexico available, but the information in the reports do not correspond with the information that Juice Market and Fruit Juice Focus are receiving from citrus contacts. It is possible that there is an issue with deciphering 'marketing year' and 'calendar year' in the USDA report. ●*

# Juice



# Market



## In the March 2025 edition...

**ORANGE JUICE** – Fruit pricing in Brazil has reportedly come down significantly over the past month.

**APPLE JUICE** – There are only limited volumes of apple concentrate inventories available in Poland now.

**GRAPEFRUIT JUICE** – The USDA's forecast for Florida's 2024/25 grapefruit crop is up 100 000 boxes from the previous forecast to 1.2 million boxes.

**GRAPE JUICE** – The 2025 grape crop in Argentina is just starting. Local industry sources expect production to reach 2.1-2.2 million tonnes - a fairly typical crop.

**LEMON JUICE** – The 2025 lemon crop in Argentina will begin in April and producers suggest it will be a very challenging season.

**PINEAPPLE JUICE** – Prospects for pineapple production in Thailand for 2025 remain pessimistic. The Winter crop there wound up in January and output was poor.

**Juice Market** JANUARY 2023  
ISSN 1746-9831 (Online)

**IN THIS ISSUE:**

- ORANGE JUICE**  
EU has not yet decided on the cost of the new crop in Brazil availability is going to be tight.
- APPLE JUICE**  
The apple juice concentrate market in Poland is relatively unchanged as last month.
- GRAPEFRUIT JUICE**  
The USDA forecast for Florida's 2024/25 grapefruit crop is up 100 000 boxes from the previous forecast to 1.2 million boxes.
- GRAPE JUICE**  
The harvest in Argentina was hit by a hard frost in November and local sources say the crop could be cut back by 20-40%.
- LEMON JUICE**  
The harvest in Argentina will begin in April and producers suggest it will be a very challenging season.
- PINEAPPLE JUICE**  
The 2025 pineapple crop in Thailand is now well advanced and local juice makers have now dropped due to the winter season.
- MANGO JUICE**  
The winter crop in Mexico will also begin later this month and production looks good.
- PASSION FRUIT JUICE**  
Passion fruit production in Ecuador remains capped due to the worst drought in 60 years.

**ORANGE JUICE**  
**USA**  
The USDA's forecast on production from Florida's 2022/23 orange crop is 20.0 million boxes, down 8.00 million boxes from the previous forecast. If realized, this will be 51% lower than last season's final production.  
The forecast for non-Valencia production was lowered by 4.00 million boxes to 7.50 million boxes. Current fruit size is below average and is projected to be below average at harvest. Current cropage is expected to be above the maximum at harvest. The latest forecast, included in the non-Valencia forecast, is 150 000 boxes, accounting for 2% of the non-Valencia total.  
The forecast for Valencia production was lowered 4.00 million boxes to 13.0 million boxes. Current fruit size is below the minimum and is projected to be below the minimum at harvest. Current cropage is projected to be above maximum at harvest.

**Industry opinion**  
The much smaller 2022/23 orange crop outside of Florida is attributed to crop failure in Florida, which hit the citrus belt at the end of September, and to a lesser extent a very drenched tree population.  
Industry sources say the USDA initially dropped the figure to 18 million boxes last month, but issued a corrected report showing 20 million boxes. This was at the upper end of industry expectations following the hurricane, therefore the industry is expecting that the number will stay at 20 million boxes or higher. Most analysts suggest that the announced fruit crop rate will see the USDA number fall lower, but maybe

**FCOJ FUTURES**  
Line chart showing FCOJ futures prices from 02 OCT 2016 to 08 NOV 2021. Key price points: 105.31 (02 OCT 2016), 328.85 (02 NOV 2016), 131.42 (27 JUN 2017), 81.23 (07 MAY 2018), 171.35 (14 MAR 2018), 230.80 (07 NOV 2021), 115.00 (08 NOV 2021).  
US cents solid nearby contract, day close

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Issue 207 www.juicemarket.info Page 1

**MANGO JUICE** – The next main crop in Mexico will also begin later this month and production looks good.

**PASSION FRUIT JUICE** – Passion fruit production in Ecuador remains capped due to the worst drought in 60 years.

**JUICE DATA – UPDATE:** Brazil orange juice production • FCOJ futures • Brazil FCOJ price trend • Apple juice concentrate price trend • Grape juice concentrate price trend • Lemon juice concentrate price trend • Pineapple juice concentrate price trend • Mango juice price trend • Passion fruit juice price trend

Juice Market is a monthly report covering the fruit juice concentrate market, it includes data, news and market reports to help producers and buyers make informed decisions.

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# Juice Summit 2025

• 1-2 October, 2025 • Bruges, Belgium



Mark your calendars for 1-2 October as the Juice Summit 2025 heads to the stunning city of Bruges, Belgium. This highly anticipated event will offer exciting opportunities for networking and learning in the global juice industry.

**Following our recent announcement of the event dates, we're thrilled to provide more details on what to expect in Bruges - an historic city that sets the perfect stage for an engaging and dynamic event.**

### **New sponsorship opportunities - elevate your brand**

This year's Juice Summit offers exciting new sponsorship opportunities that will help elevate your brand and ensure maximum exposure. These options are designed to give you meaningful engagement with key industry players and provide a platform to showcase your company's innovation. Here are just a few ways to get involved:

• **Meeting room sessions:** Sponsors can reserve a dedicated meeting room on October 1st to host a session of their choice. This is an excellent chance to engage directly with attendees, present new products or ideas, and facilitate

discussions on the latest industry trends. More details on booking your meeting room will be shared on the Juice Summit website.

• **Food truck experience:** For the first time, we're introducing a food truck sponsorship. This exciting new feature allows sponsors to serve their products in a fun, interactive way. It's a perfect way to create a memorable impression while showcasing your brand in a relaxed and engaging environment.

These are just two of many sponsorship opportunities available this year. We have a variety of options designed to maximize your brand's exposure and impact. Stay tuned and regularly check our website for updates on new sponsorship packages and availability.

### **The venue: Bruges Meeting & Convention Centre (BMCC)**

This year, the Juice Summit will be hosted at the **Bruges Meeting & Convention Centre (BMCC)**, a modern

venue in the heart of the city. The BMCC is ideally located within easy reach of a wide range of hotels, making it a convenient and accessible location for all attendees. The venue also aligns with our commitment to sustainability, which is a core value of the event. We look forward to welcoming you to a space designed for meaningful discussions and networking.

### **Registration opens in May**

Registration for the Juice Summit will open in May. The Juice Summit website will provide full details on registration, event agenda, sponsorship opportunities, and other important information.

Additionally, the website features already a list of recommended accommodation options close to BMCC.

### **An event you won't want to miss!**

We are looking forward to welcoming you to **Juice Summit 2025** for two days of valuable networking and exciting discussions on the future of the global juice industry.

Stay informed and prepare to take part in this exceptional event. We can't wait to see you in Bruges!

For more information on sponsorship opportunities, don't hesitate to reach out to:

**Francesca Pelosi**, AIJN Public Affairs and Communication Officer,

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# The Global Juice Road Show 2025



The Global Juice Road Show is back and more vibrant than ever in 2025! This year's edition promises to be a significant event for stakeholders in the juice industry, focusing on fostering connections and sharing insights across continents.

Following successful seminars since its inception in 2016, this year's Road Show will take place in Melbourne, Australia, Auckland, New Zealand, and Jakarta, Indonesia.

## Upcoming seminars

The Melbourne seminar, scheduled for **22nd May**, will feature an impressive agenda that includes key speakers from various sectors of the juice industry. It will take place at the [Radisson on Flagstaff Gardens Melbourne Hotel](#).

Here's a look at the program for Melbourne and Auckland, along with the confirmed speakers and topics. Please note, the program is tentative and is subject to change :

- **Welcome and opening:** Ms. Alexandra Heineremann, General Manager, SGF
- **Australia Beverage Council** (and the New Zealand Beverage Council in Auckland)
- **Presentation of SGF International:** Ms. Ute Latz, Key Account Manager, SGF
- **Squeezing success:** IFU's Role in Powering the Global Juice Industry: Ms. Tatiana Campos, Executive Director, IFU
- **Unlocking insights: Innovations in IFU analytical methods and developments:** Ms. Aintzane Esturo, Technical Director, IFU

- **Authenticity controls by SGF and deviations in the market:** Ms. Susanne Koswig, Technical Manager, SGF
- **Theory and practical approach of Ion exchange and adsorption in the juice industry:** Mr. Nick Shea, Managing Director, Bucher-Unipektin New Zealand
- **Latest technology for pineapple juice and coconut water:** Mr. Jose Biot, Global Technical Director, Citrus Processing, John Bean Technologies Corporation
- **Juice trends in Oceania:** Opportunities and challenges: Euromonitor – TBC
- **Oceania – Ripe for growth:** Trends in juice and nectars: Globaldata – TBC

This seminar will serve as a platform for industry experts to discuss the latest trends, challenges, and innovations shaping the future of the juice sector.

Following Melbourne, the Road Show will move to Auckland, here we will make contacts with local juice processors. We will also address current themes, as there has been a significant restructuring plan recently announced by the New Zealand government. The seminar will take place on **28th May** at the [Rydges Auckland Hotel](#).

## The Indonesia Segment

Later in the year, the Road Show will continue in Indonesia, with a program that is still being finalized but is expected to include:

- **25th November:** Workshop in Jakarta
- **26-27th November:** Factory Visits

## Registration now open!

With anticipation building, registration for the Global Juice Road Show 2025 is officially open! This is an excellent opportunity for industry stakeholders to participate in shaping the future of the juice sector. We invite you to secure your place at these industry essential events.

For detailed information and to register, visit: [Global Juice Road Show](#).

Join us at The Global Juice Road Show 2025 to explore new horizons, strengthen relationships, and drive innovation in the juice industry. Together, we can make an impactful difference! ●

Once again, we would like to thank our Gold sponsors [Bucher Unipektin](#) and [JBT](#); without them, none of this would be possible.

**BUCHER**  
unipektin



Don't miss your chance to become a sponsor! Explore our exciting [sponsorship packages](#).

If your association wishes to submit any event details or news items please email [emma@fruitjuicefocus.com](mailto:emma@fruitjuicefocus.com)

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# fruit juice FOCUS

## Why you should be including Fruit Juice Focus (FJF) in your advertising schedule:

- FJF is **the** online magazine from Juice Market
- FJF is distributed to Juice Market's unique database of 5000+ industry contacts in 200+ countries across the globe as well as Juice Market subscribers plus a bonus distribution to selected industry associations.
- The database has been researched and developed over the past 15 years.
- FJF is read by company directors, procurement managers, traders, producers, importers/exporters, investment bankers, bottlers, packers, retailers, ingredient suppliers, shipping brokers, as well as high level decision makers in multinational supermarkets, drinks companies and juice associations.
- FJF includes feature articles on juice processing, technical and marketing innovation, trade data, news briefs, as well as a directory of industry contacts plus information on events.

**Full page adverts are offered at GBP900 and half page adverts at GBP650 per issue (including a banner advert)**

**Contact us now for more information and to book your advertising:**

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### **About Fruit Juice Focus**

Fruit Juice Focus is published bi-monthly online and is circulated to its associated publication Juice Market's unique database of industry contacts across the globe as well as Juice Market subscribers and selected industry associations. This database has been researched and developed over the past 15 years. With a readership of over 4000+ per issue, Fruit Juice Focus targets company directors, procurement managers, traders, producers, importers/exporters, investment bankers, bottlers, packers, retailers, ingredient suppliers, shipping brokers, as well as high level decision makers in multinational supermarkets, drinks companies and juice associations. To advertise in Fruit Juice Focus or to submit editorial please contact Stefan Worsley as below. The next issue will be the May/June 2025 edition due for publication mid-May 2025.

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